



U.S. Department of Transportation
Pipeline and Hazardous Materials
Safety Administration



PUBLIC AWARENESS 2010

The Year of Effectiveness Evaluation



Contact Information

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**Pipeline and
Hazardous Materials
Safety Administration**



§192.615 Emergency Plans

“Establish an educational program to enable customers and the general public to recognize and report a gas emergency to the appropriate officials.”



Public Awareness

- Became public awareness section of code as §192.616
- Damage Prevention Programs for Excavators §192.614(c)
- Emergency Plans for Emergency Responders §192.615
- Subpart O – Integrity Management



PSIA of 2002

- Use of a one-call notification system prior to excavation and other damage prevention activities;
- Possible hazards associated with unintended releases from the pipeline facility;
- Physical indications that such a release may have occurred;
- Steps that should be taken for public safety in the event of a pipeline release; and
- Procedures to report such an event.



§192.616 Public Awareness

- Final Rule Published May 19, 2005
- Effective date of Final Rule June 20, 2005
- Requires operators to follow the guidance of API RP 1162, “Public Awareness Programs”, First Edition, December 2003
 - Defines baseline and supplemental (enhanced) programs
- Modified in 2007 to relax requirements for operators of master meter systems and certain petroleum gas systems



Public Awareness Applicability

Applies to:

- Interstate and intrastate natural gas and hazardous liquid transmission pipelines
- Natural gas distribution companies
- Gathering pipeline operators



Public Awareness Audience

- Defined in Section 2.8 of RP 1162
- Audience includes:
 - Affected public – residents along or near the pipeline
 - Emergency Officials
 - Local Public Officials
 - Excavators/Contractors
 - Land Developers
 - One-Call Centers



Public Awareness Message

Major Requirements for communications

- Message type
 - Specific for each target audience
- Delivery frequency
 - Appropriate for audience
- Delivery methods or media
 - Delivered in an effective manner



Public Awareness Message

**ALWAYS
CALL
BEFORE YOU
DIG**

One free, easy call gets your utility lines marked AND helps protect you from injury and expense.

Know what's below. Always call 811 before you dig. Visit www.call811.com for more information.

Q: WHAT IS 811?

A: 811 is a new federally-mandated 8-1-1 number designated by the FCC to consolidate all local "Call Before You Dig" numbers and help save lives by minimizing damages to underground utilities. One easy phone call to 811 quickly and easily begins the process of getting underground utility lines marked. Local One Call Center personnel will then notify affected utility companies, who will continue to mark underground lines for free.

Q: WHY SHOULD I CALL 811 BEFORE EVERY DIG?

A: Calling 811 will help save lives and protect infrastructure. Knowing where underground utility lines are buried before each digging project begins, helps protect you from injury, expense and penalties. The depth of utility lines varies and there may be multiple utility lines in the same area. Even simple digging projects can damage utility lines and can disrupt vital services to an entire neighborhood, harm diggers, and potentially result in expensive fines and repair costs. Marked lines show diggers the approximate location of underground lines and help prevent undesired consequences.

Q: I'M JUST A HOMEOWNER, NOT A CONTRACTOR—IS 811 FOR ME?

A: Calling 811 is for professional excavators and do-it-yourself homeowners. A recent national survey revealed that roughly half of Americans are "active diggers" who have done (or are planning to do) some type of digging project at home. Whether you are a professional excavator or an avid do-it-yourselfer, you need to call 811 before every dig every time.



Common Ground Alliance



Public Awareness Message

Digging safely begins when you call before you dig. But that's only the beginning. In fact, it's the first step in an ongoing process that requires a shared responsibility.

Whether you are a rancher or farmer, facility owner or operator, locator, design professional, excavator, or contractor, ensuring the safety of those who work or live in the vicinity of underground facilities and protecting vital services is everyone's responsibility.

Following the Dig Safely process will help to keep your farm, family and community safe when performing deep excavations outside the scope of normal farming activities. A call to your One Call Center is strongly encouraged prior to excavating activities such as tiling, subsoiling or terracing projects. Call before you dig.

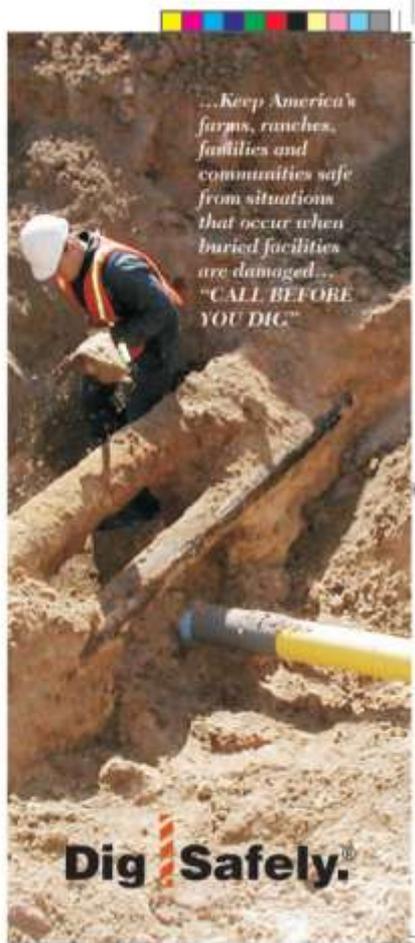
1. Call before you dig
2. Wait the required time
3. Respect all markings
4. Dig with care



Keep what's above our land safe by understanding what's below.

The Common Ground Alliance (CGA) is a nonprofit organization representing more than 1,000 individuals from 15 stakeholder groups and more than 120 member organizations. CGA is dedicated to promoting shared responsibility in damage prevention, to ensure public safety, environmental protection and the integrity of services through effective damage prevention practices.

For more information visit www.commongroundalliance.com or www.digsafely.com



Call before you dig. 800-DIG-TESS
(800.344.8377)

Dig Safely.
CGA
Common Ground Alliance

LONGHORN PARTNERS PIPELINE
www.longhornpipeline.com

It took years to make it a farm... It takes one call to keep it safe.

Dig Safely.
CGA



Public Awareness Message





Evaluating Program Effectiveness

Due by June 20, 2010

API 1162 – Section 8 Program Evaluation

8.1 Primary purposes to:

- Assess if the current program is effective in achieving the objectives
- Provide information on implementing improvements based on the findings

Secondary purpose:

- demonstrate the status and validity of program



- **8.2 Elements of Evaluation Plan**

Measures should reflect:

- Whether the program is being implemented as planned (**the process**)
- Whether the program is effective (**program effectiveness**)



- **8.3 Measuring Program Implementation**

Purpose, answer two questions:

- Has the Public Awareness Program been written to address the objectives, elements, and baseline schedule in Section 2
- Has the public awareness program been implemented and documented according to the written program



• 8.4 Measuring Program Effectiveness

Assess progress on measures to see if goals were achieved:

- Is information reaching the intended stakeholder audiences
- Do the recipient audiences understand the messages delivered
- Are the recipients motivated to respond appropriately in alignment with the information provided
- Is the implementation of the public awareness plan impacting bottom line results (reducing incidents, third party hits, etc.)



8.4.1 Measure 1 Outreach: Percentage of Each Intended Audience Reached With Desired Messages

- Track percentage of individuals or entities reached within an intended audience (households, excavators, local government, first responders, etc.)
- Estimate the percentage of the stake holders actually reached within the target geographical region along the pipeline
- Measure will help to evaluate delivery methods



8.4.2 Measure 2 Understandability of the Content of the Message

- Assesses the percentage of the intended stakeholder audience that understood and retained the key information in the message received
- Evaluate the effectiveness of the delivery media style and content
- Will help to assess the effectiveness of the delivery methods used



8.4.2 Measure 2 Understandability of the Content of the Message

Pretest materials:

- Operators should pretest their public awareness materials for their appeal and messages for their clarity, understandability and retain-ability before they are widely used
- Pretest may be performed using a small representative audience or focus group (Sample surveys are in Appendix E)



8.4.2 Measure 2 Understandability of the Content of the Message

Survey target stakeholder audiences:

- Assess understandability by surveying the target stakeholder audience in the course of face-to-face contacts, telephone or written surveys
- Factors to consider when designing surveys include:
 - Appropriate sample size to draw general conclusions
 - Questions to gauge understandability of messages and knowledge of survey respondent
 - Retention of messages
 - Comparison of most effective means of delivery



8.4.3 Measure 3 Desired Behaviors by the Stakeholder Audience

- Measure of whether appropriate prevention behaviors have been learned and whether appropriate response or mitigation measures would or have taken place.

Baseline Evaluation:

- The survey conducted to assess Measure 2 (understandability of the content of the message) should be designed to include questions that ask respondents to report on actual behaviors following incidents



8.4.3 Measure 3 Desired Behaviors by the Stakeholder Audience

Supplemental evaluation:

- Operators may also want to assess whether their public awareness program has successfully driven other behaviors
 - Whether excavators are following through on all safe excavation practices , in addition to calling the One Call Center
 - The number of notifications received from the One Call Center (was there an increase after distribution of public awareness materials)
 - An assessment of first responder behaviors, response to pipeline related calls and post incident assessments, were their actions consistent with the key messages in the public awareness communications



8.4.3 Measure 3 Desired Behaviors by the Stakeholder Audience

Supplemental evaluation:

- Assessments of actual incidents should recognize that each response would require unique on –scene planning and response to specifics of each emergency
- Measuring the appropriateness of public stakeholder responses could include tracking whether an actual incident that affected residents was correctly identified and whether reported and personal safety actions undertaken were consistent with public awareness communications



8.4.4 Measure 4 Achieving Bottom-Line Results

- The change in the number and consequences of third party incidents is one measure of bottom line results.
- As a baseline an operator should track the number of incidents and consequences caused by third party excavators
- The tracking of leaks caused by third party excavation should be compared to statistics of pipelines in the same sector
- Data regarding third party excavation damages should be evaluated over a relatively long period of time to determine any trends applicable to the operators public awareness program
- One other measure an operator may consider is the affected public's perception of the safety of pipelines



SUMMARY OF EVALUATION PROCESS

Evaluation Approaches	Evaluation Techniques	Recommended Frequency
Self Assessment of Implementation	Internal review	Annually
Evaluation of effectiveness of program implementation: Outreach Level of knowledge Changes in behavior Bottom-line results	Survey operator-designed and conducted survey	No more than four years apart.
Implement changes to the PAP	Responsible person as designated in written PAP	As required by findings within 12 months of evaluation



Evaluation Methods

- Operator designed and conducted survey
- Use of predesigned third party or industry association survey
- Trade association survey segmented by operator, state, or other relevant means to allow operator specific results.



Evaluation Methods

- Questionnaires distributed as an individual document or “bill stuffer.”
- Personal or telephone interviews.
- Interview panels comprised of a broad sample of the general public (e.g., customers, local officials, excavators, persons living near pipelines).



Continuous Improvement Ideas

Tracking information

- Query data in meaningful way?
- One call tickets, particularly by caller type
- Excavators and one call tickets
- Number of hits declined?
- Calls to monitoring center



Continuous Improvement Ideas

Tracking information

- Repeat offenders for hits
- Repeat offenders for excavations without a valid one-call ticket
- Bad locate tickets
- Changes to mailing lists



Document, Document, and Document some more



Document

- Follow up actions to data and analysis
- Include other activities that exceed RP 1162 baseline activities such as
 - Planning meetings
 - Landowner contacts and meetings
 - Other interactions
 - Required by Emergency Planning, Damage Prevention, and Integrity Management



Document

- Supplemental Activities or enhancements
 - High Consequence areas
 - Population density
 - Land development activity
 - Pipeline history
 - Local conditions
- Complete list of considerations in Section 6.2 of current RP1162



API RP 1162 Revisions

- Focus on clarification and streamlining
- PHMSA concerned with no “watering down”
- Should versus May
- Documentation - i.e. regular mail versus certified for some stakeholders
- Frequencies – alignment between types of operators



Inspections

- Public Awareness is part of standard inspection
 - Will become part of integrated inspections
- Because of the June 20, 2010 date, there may be more emphasis on Public Awareness later in 2010 and into 2011
- Records, accuracy of mailings, and effectiveness evaluations



More Information

<http://primis.phmsa.dot.gov/comm/PublicEducation>

**[http://www.phmsa.dot.gov/staticfiles/PHMSA/
Pipeline/Public_Awareness_WBT/PA_0_0.htm](http://www.phmsa.dot.gov/staticfiles/PHMSA/Pipeline/Public_Awareness_WBT/PA_0_0.htm)**

<http://www.phmsa.dot.gov/pipeline/tq/regs>



Questions?